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CROSS-CULTURAL SPECIFICS OF AN ADVERTISING MESSAGE

In the modern world, when mass media are becoming more and more international and global, advertising is often viewed as a barrier to cross-cultural communication because it is often uncritically borrowed from one social and cultural environment and exposed to another one.

Such situation accounts for the necessity to adapt the advertising message to the social, cultural and political specifics of the accepting market of consumers.

The problem of text perception dependence upon the language and social environment has been studied in the works of Sapir, Warf, Smith, Leontiev, Zimnyaya, Makovskyy and others. As many authors state, a full-pledged perception of the original or translated text depends on historical, cultural, and everyday realia of the related countries. If a copywriter ignores the peculiarities of the addressee's culture, it can result in inadequate perception of the information contained in the advertising message.

It has been established that the advertisement impact depends on the motivational sphere of the consumer and on the structural organization of the text per se. Among other influential factors is education level, value system of the recipient, his social status or cultural type. However, the problem of the advertising message adaptation to the needs and expectations of the receiving audience has not been studied sufficiently yet. There is no universally accepted method of adapting a foreign language advertising message to the specific picture of the consumer's world.

When a marketer faces the problem of cross-cultural advertising text adaptation, he should depart from the idea that socio-psychological difference of the original and local consuming audience determines the difference in the text perception. Besides, one should be fully aware that these differences are deeply rooted in cultural, historical and ethnopsychological conditions of a culture existence.

The text of an advertisement is a quintessence of the whole advertising

message; it aims at shaping the readers readiness to perceive the information thus given in a definite way and attempts to produce an impact on the motivational sphere of the recipient. To understand any message completely it is necessary that the sender and the recipient of the information should operate the same system of signs. At first sight, all the problems of the message transcoding are successfully dealt with in the process of linguistic translation. Meanwhile, the slightest lapse or inaccuracy of the translator's job may result in the difficulty or even inability to perceive and understand the advertisement message. To overcome this hurdle, the translator should act as a go-between for the two cultures and "build a bridge" easily accessible for both.

Even the most approximate comparison of two cultural audiences – say, French women and Ukrainian women – will demonstrate dramatic difference in their approach to evaluating the advertising message and, consequently, in the process of their decision making.

Thus, stereotypical portrait of a modern French woman is characterized by self-reliance, sociability, impulsiveness, career orientation, self-confidence. While a Ukrainian woman is usually associated with kindness, patience, self-sacrifice, loyalty, modesty, unpretentiousness and dependence on a man. Consequently their preferences in selecting the most influential arguments in the process of buying will be rather different if not diametrically opposite. A research has been done recently applying the method of content analysis to French and Russian advertising texts. The scholars singled out several categories of advertising messages taking as indicators the key words of the texts. Having ranked the categories according to the choice of respondents in two cultural groups, the researchers were able to determine the hierarchy of motivation for purchase typical of French and Russian women. It turned out that the most impressive motives for Russian buyers were: expectation of a marvel, realization of a dream, life activity, emotional discharge, disposal of problems and the desire to look attractive. While the French consumers selected before all striving for pleasure, hedonism, desire to look young and to be independent.

Whatever the form of information presentation - commercials or printed media – the verbal message plays a very important role along with visual artifacts. Angela Goddard in her book "The Language of Advertising" emphasizes the importance of analyzing both visual and linguistic elements in the advertising message: "The word "text" here (as applied to advertising) is used in its widest

sense, including visual artifacts as well as verbal language”.

To understand the principles of adaptation it is necessary to compare the typological features of national identities and mentalities. It is also important to have an idea of an ordinary consumer in the specified country to be able to perform an effective translation. Through globalization, thousands of international brands like McDonalds, Starbucks, Nokia have come to face a dilemma. On the one hand, they have to preserve the consistency of their brand image, on the other, even the logo and brand slogan should be adapted to the specifics of the local consumer audience. For this reason it is essential to find out the cultural discrepancies and examine all interesting solutions that are used in different advertisement translations and adaptations all over the world.